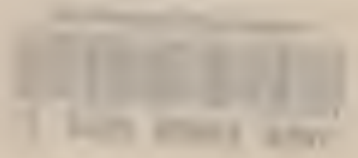


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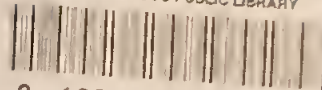
CENTRAL WATERFRONT PLAN
A PART OF THE COMPREHENSIVE PLAN OF
THE CITY & COUNTY OF SAN FRANCISCO

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CENTRAL WATERFRONT PLAN

A PART OF THE COMPREHENSIVE PLAN OF
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DEPARTMENT OF CITY PLANNING

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San Francisco (Calif.).
Dept. of City Planning.
Central waterfront plan
: a part of the
[1980]

THE MASTER PLAN

It shall be the function and duty of the commission to adopt and maintain, including necessary changes therein, a comprehensive, long-term, general plan for the improvement and future development of the city and county, to be known as the master plan. The master plan shall include maps, plans, charts, exhibits, and descriptive, interpretive, and analytical matter, based on physical, social, economic, and financial data, which together present a broad and general guide and pattern constituting the recommendations of the commission for the coordinated and harmonious development, in accordance with present and future needs, of the city and county and of any land outside the boundaries thereof which in the opinion of the commission bears a relation thereto.

Excerpt, Charter of the City and County of San Francisco

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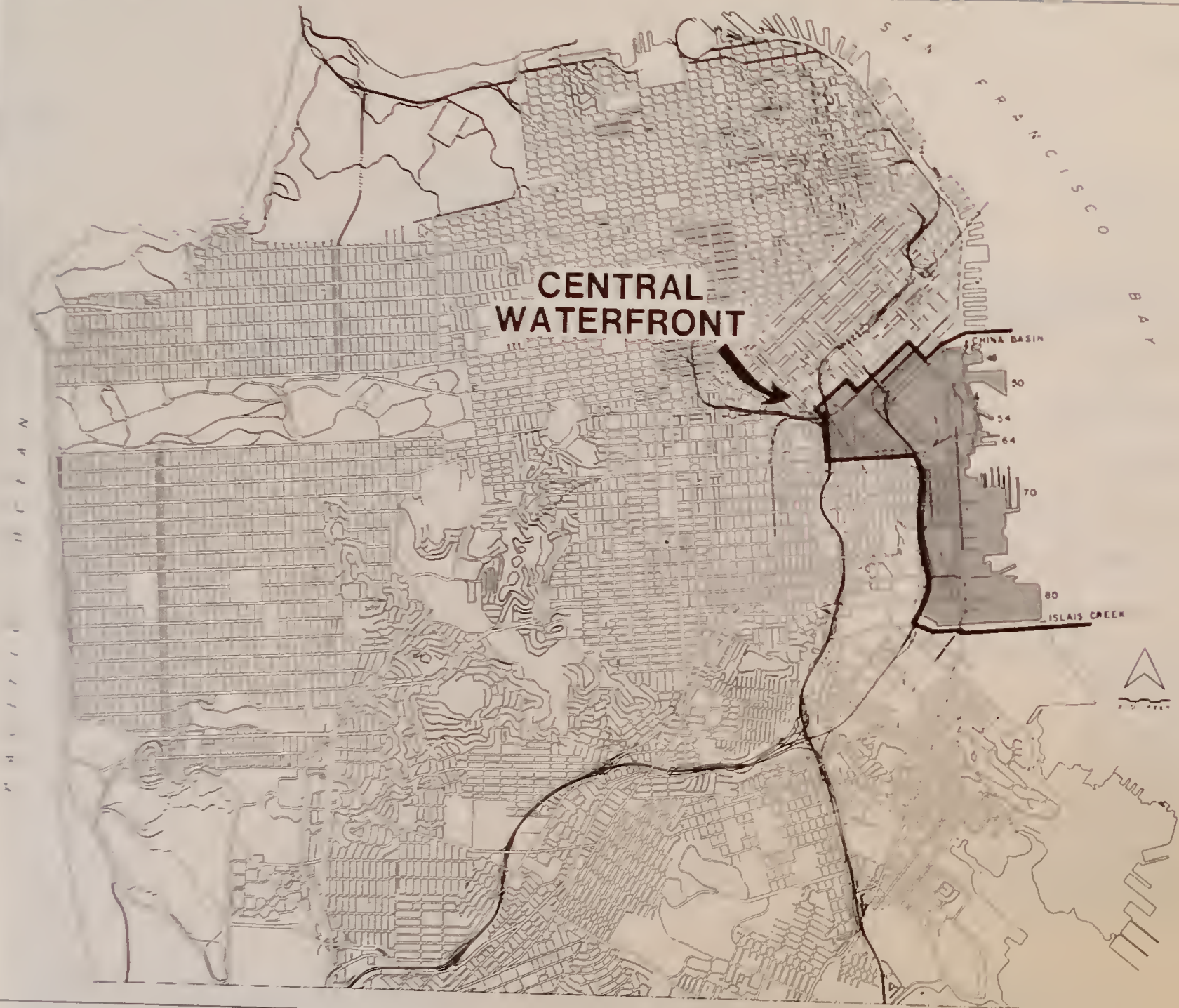
Preparation and production of this plan was funded in part by a grant from the U.S. Department of Commerce, Economic Development Administration.

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CENTRAL WATERFRONT



INTRODUCTION

A. Purpose

The purpose of this Plan is to guide the future development of the Central Waterfront in a manner serving the varying needs and interests of San Francisco. The Plan establishes goals, objectives and policies providing direction for private and public investment in the area. It calls for development that will meet the City's pressing economic and employment needs without sacrificing environmental quality. The Plan will become an element of the San Francisco Comprehensive Plan and will set the official planning policies for the area.

The Central Waterfront Plan is designed for use by private enterprise, City government, and the general citizenry. By providing a consolidated statement on the future of the Central Waterfront, the Plan indicates to private enterprise what kind of development is being sought and what type of City support can be expected. The Plan presents a key coordinating tool for government programs involving capital projects and improvement proposals, and will also be used for evaluating any potential use of City-owned property. The Plan additionally conveys to the citizenry a statement of community

needs and aspirations and of how the development of the Central Waterfront will assist in satisfying these.

B. Relation to the Comprehensive Plan

The updating and revision of the City's Comprehensive Plan as mandated by the City Charter has resulted in the adoption of numerous plan elements over the last decade. One of these, the Commerce and Industry element, was adopted by the City Planning Commission in June, 1978. This element sets forth the planning principles to be applied in shaping the economic future of the City.

A critical issue addressed in the Commerce and Industry element concerns the changing structure of the San Francisco economy. The once strong industrial component has declined and given way to the rapidly expanding office and commercial sectors. This structural shift in the local economy is mirrored in the changing composition of the labor force employed in the City as white collar professionals, many of them commuters, are replacing blue collar workers, who are often City residents.

Problems arising from this changing economic function of the City are becoming increasingly apparent. There is the danger stemming from overreliance on a limited number of

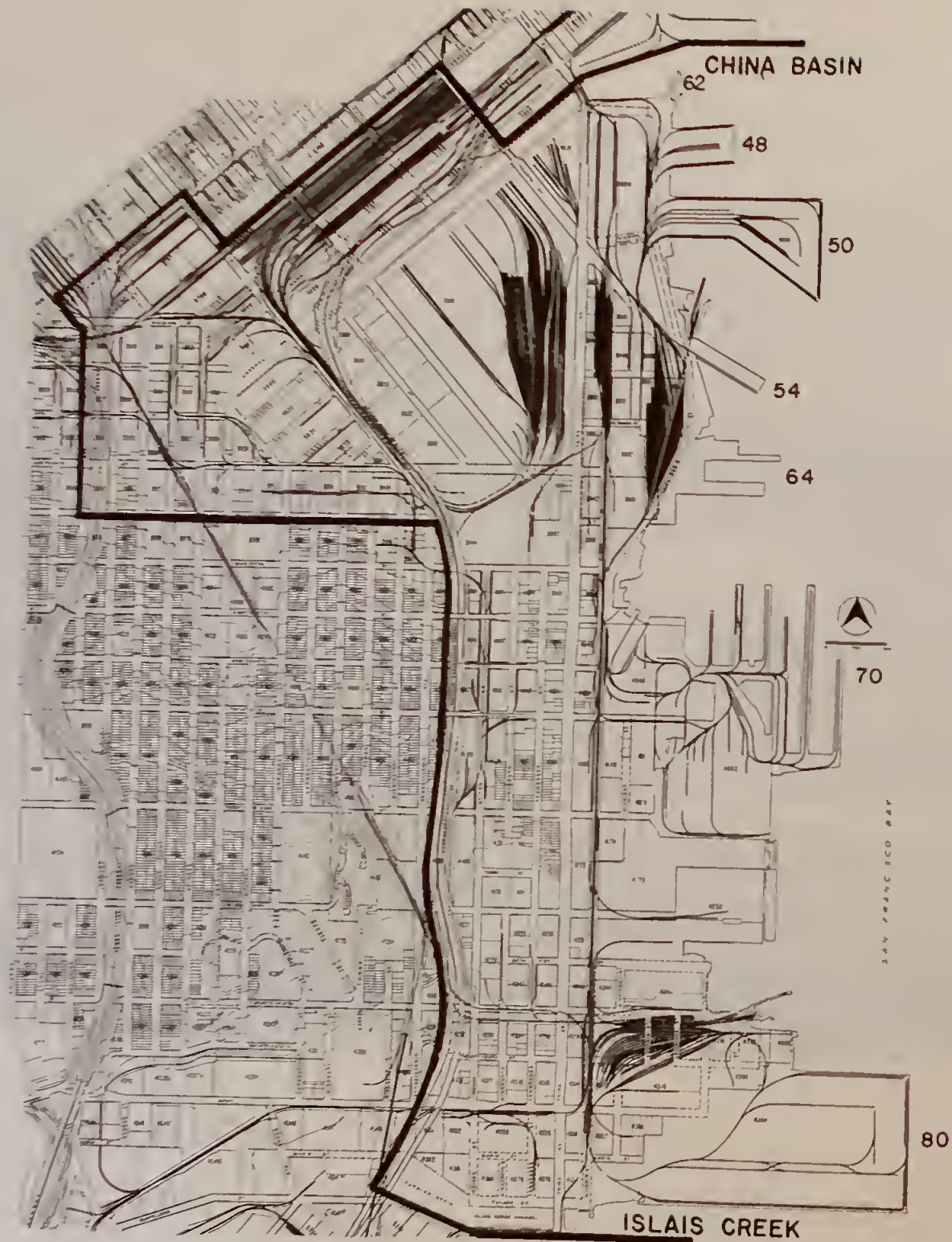
economic sectors to provide jobs, especially during recessionary periods. The ability and speed with which resident workers can adjust to the job requirements of white collar employment remains uncertain. The daily influx of several hundred thousand commuters has adverse effects on air quality, traffic congestion, parking, and the demand for scarce public services. The character of San Francisco neighborhoods is also being altered. White collar professionals seeking living quarters are pushing up the price of housing and their spending patterns are leading to changes in the type of goods and services offered on neighborhood commercial streets.

The above factors were considered in arriving at the objectives in the Commerce and Industry element strongly favoring the diversification of San Francisco's economic base and the improvement of the industrial and maritime sectors. The implementation program for the element calls for the preparation of industrial district improvement plans as a means of realizing these objectives.¹ The Central Waterfront Plan represents a step toward fulfilling this task.

The Central Waterfront Plan emphasizes maritime and economic development policies, while at the same time establishing policies regarding transportation, housing, recreation, and urban design. The formulation of these policies is based on the existing policies established respectively in the Transportation, Residence, Recreation and Open Space, and Urban Design elements of the Comprehensive Plan.

¹San Francisco Department of City Planning Commerce and Industry - Strategy and Programs, August 1977.





BACKGROUND

A. Description

The Central Waterfront covers the eastern shoreline of San Francisco between China Basin and Islais Creek and adjacent inland areas. The land area totals 900 acres or 1.4 square miles.

Industrial uses dominate the Central Waterfront; however, much of the industrial activity takes the form of low intensity distribution functions such as wholesaling and storage. Rail yards consume approximately one-third of the land. Trucking and warehousing facilities are present on the rail property as part of the railroad's intermodal operations. Manufacturing activity is limited and generally declining, though several manufacturers remain healthy. Some industrial buildings have been salvaged through commercial reuse. A major design center is emerging in the northwest section of the area and is being developed through the conversion of brick warehouses to showrooms for interior design products.

The Port of San Francisco has jurisdiction over the shoreline of the Central Waterfront area. Current maritime activities within this area include: Pier 48-Forrest Terminals Paper dock, Pier 50 break bulk general

cargo dock, Pier 54 San Francisco welding/ship repair facility, Pier 70 (Alvord Grant) auto terminal and fuel dock, Pier 80 Army Street Terminal-combination general cargo dock, and Pier 84-Cargil Copra dock. In association with these maritime operations, three major railroad holding yards exist -- Western Pacific Railroad and Car Ferry, Santa Fe Railroad and Car Ferry, and Southern Pacific Railroad's Intermodal Mission Bay Yard. These railroads not only serve the Port, but they also serve other industries based in San Francisco.

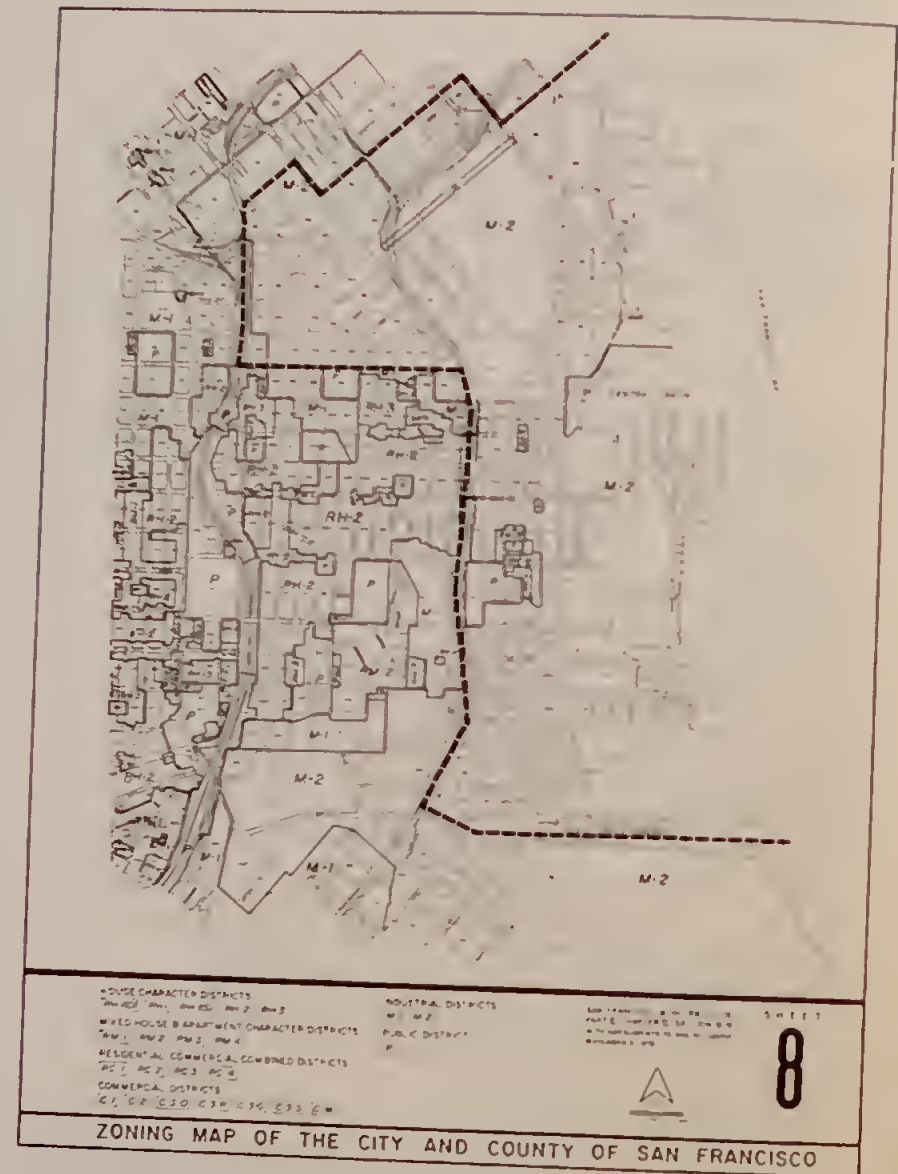
Also located along the shoreline within Port jurisdiction is the Bethlehem Steel Shipyard. This yard consists of a number of dry docks for repairs of merchant vessels, as well as "ship ways" for the construction of barges. This property is privately owned by Bethlehem Steel Corporation and comprises one of the largest blue collar employers in San Francisco.

The Central Waterfront area contains uses other than those involving industrial and maritime activities. A small residential neighborhood of several hundred inhabitants and supporting commercial uses is situated there. Other commercial uses in the area cater to the needs of workers and businesses. Recreational opportunities are provided at selected sites on the

shoreline where public access points to the Bay have been established. A Muni bus maintenance yard is also located in the area.

The zoning of the Central Waterfront reflects its potential for accommodating high levels of industrial activity. Nearly the entire area is zoned M-2, the designation for heavy industry. Exceptions include RH-2 and RM-3 zoning covering the existing housing and RC-2 zoning for areas with a mix of residential/commercial uses. Public use areas are classified with the P zone. Limited areas of M-1 zoning, the designation for light industry, can be found along the borders of the Central Waterfront.

Access to the Central Waterfront is afforded through the close proximity of the freeway network and through local transit service and a commuter railroad. Although it appears that access to the Central Waterfront might be adequate, the infrequent bus and rail service are actually contributing factors to the area's perceived remoteness. The lack of parking for trucks and automobiles and the poor condition of public streets also act as hindrances to the area's accessibility.



B. History

The Central Waterfront area exists today as a man-made landscape. Its natural appearance prior to the incorporation of the City and County of San Francisco has undergone a complete transformation. The creeks, marshes, waters and hills that dominated the area in 1850 have vanished in favor of flat lands and Bay fill. This transformation occurred early in the City's history and was accompanied by the development of industrial, maritime and residential uses.

The section of the Central Waterfront north of 16th Street, now used for industrial and railroad activities, covers the former site of Mission Bay and Mission Creek. The waters of Mission Bay included approximately 260 acres, and though shallow, were navigable by draft vessels. Mission Creek was the main drainage for the eastern slopes of Twin Peaks and adjacent areas and was lined with salt marshes where Bay tides intruded. The marshes surrounding Mission Bay and Mission Creek occupied an additional 330 acres and extended inland westward of Potrero Hill to what is now Twentieth and Harrison Streets.

Filling of the marshes commenced in the 1850's and was undertaken by

individual lot owners and as part of the construction of toll roads that bridged Mission Bay. Southern Pacific railroad acquired the bulk of the Mission Bay property in 1868 and 1869 from the State of California and private land owners. The railroad gradually filled Mission Bay during the later 19th and the early 20th centuries.

The filling of Mission Bay was aided by the action of the Atchison, Topeka and Santa Fe railroad in the China Basin area. As part of a lease condition from the State of California, the railroad in 1901 and 1902 reclaimed the tidelands and developed tracks and warehouse facilities. Only China Basin Channel was spared reclamation and remains today as a waterway.

Land use in the area was dominated by railroad activities, though other uses existed outside the railyards. To the west, where reclamation occurred earliest, brick warehouses were constructed as the area assumed an industrial character. On the waterfront, several finger piers were in active maritime use. One of these, Pier 50, is now the site of Mission Rock Terminal. With a capacity to berth six ships simultaneously, it was the largest pier on San Francisco Bay when completed in 1950.

SAN FRANCISCO BAY FILL

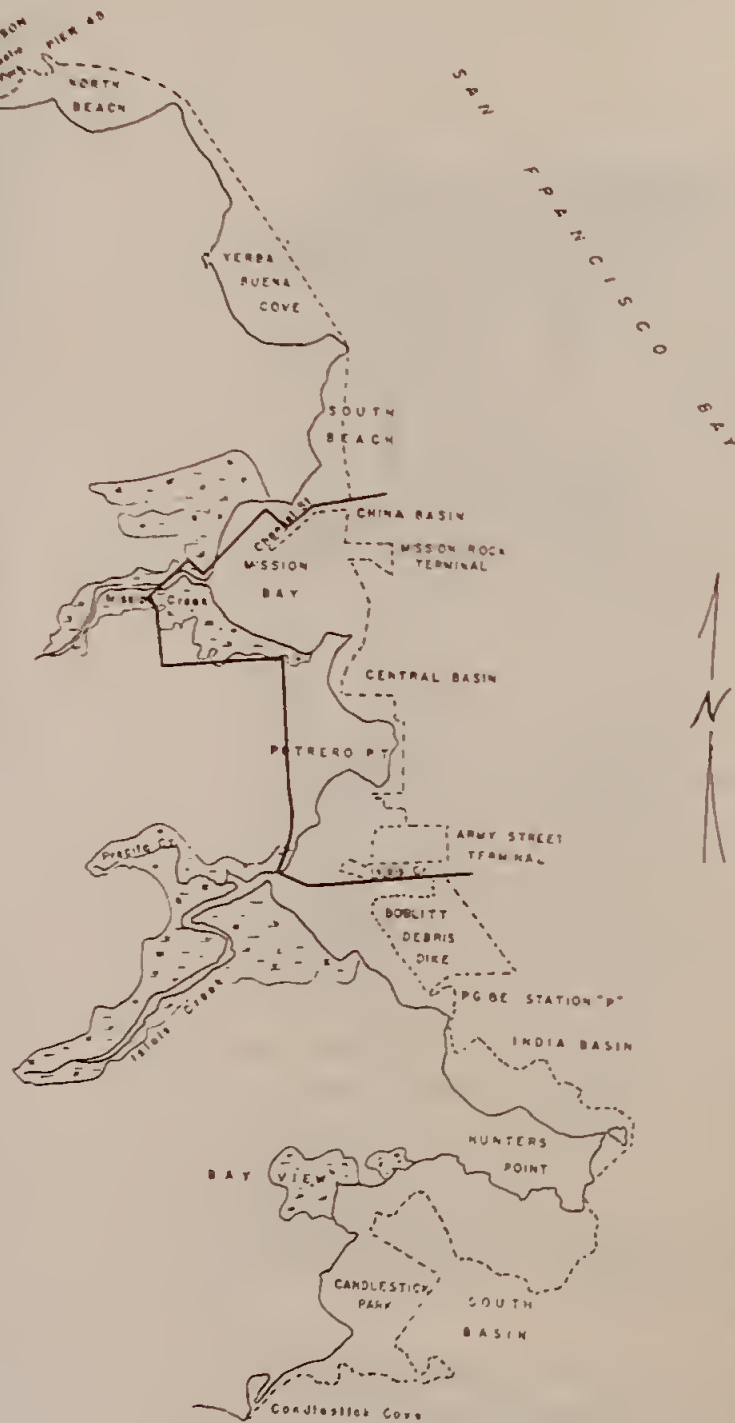
Shoreline 1922

Shoreline 1947

Marsh Lands 1947

Area Boundary

Scale 1:40,000



The section of the Central Waterfront south of Central Basin to just north of Army Street was once a peninsula known as Potrero Point. The slopes of the peninsula extending from Potrero Hill rose to an altitude of 100 feet or more above the Bay. The area has been flattened and filled over the years to such an extent that no vestige of its former shape remains.

The deep water adjacent to Potrero Point created an excellent opportunity site for development. The earliest activities to locate there were shipbuilding, ship repair and gunpowder storage. The Tubbs Cordage Company was established in 1856 on a leveled site now occupied by Muni's Woods Yard. Included in the project was a 1500 foot rope walk which extended into the Bay and probably served a secondary purpose as a loading wharf. William Alvord received a grant of submerged property which he filled in order to construct the Pacific Rolling Mills in 1867. Pier 70 is now on this site. As fill increased, other industries located in the Potrero Point area. The San Francisco Gas Light Company commenced operations in 1872 and parts of it exist today in the present plant owned by the Pacific Gas and Electric Company. Other factories set up in this area included the California Poppy Soap Company, the Sea Island Sugar House, and the California Sugar Refinery.

The major leveling of hills on Potrero Point occurred in conjunction with the construction of the Union Iron Works in the 1880's. Though originally known for machinery production, the Union Iron Works was also active in the shipbuilding field. Its purchase in 1905 by Bethlehem Steel led to an expansion of its shipbuilding efforts. Ship production peaked during the two world wars and was augmented with repair and maintenance work during other times.



California Sugar Refinery - circa 1927

The decision by Western Pacific railroad to fill its property south of the Gas Works finalized the elimination of Potrero Point as a peninsula. The Potrero Point shoreline was thus united with that of Islais Creek Basin.

The urban transportation system of the 19th century would not allow the separation of residential from industrial land uses to the degree that prevails today. Workers required housing in close proximity to their places of employment. Homes, hotels and boarding houses were constructed in the Central Waterfront area as residences for workers. Irish Hill was once a prominent working class neighborhood in the area until it was demolished to accommodate Bethlehem shipyard expansion during World War II. With few exceptions, most residences were demolished over the decades. The remaining ones can be found in a neighborhood adjacent to 22d Street, sometimes called Dogpatch, and along Tennessee Street near Eighteenth.



Union Iron Works - circa 1885

The section of the Central Waterfront from Twenty-Fifth Street south to Islais Creek Channel developed most recently. Islais Creek originally drained the area stretching from Twin Peaks and Glen Park to Alemany Gap before flowing into San Francisco Bay. It still flows into San Francisco Bay, although its course today runs through a concrete aqueduct beneath Interstate 280.

Islais Creek and the marshes surrounding were viewed as a barrier to the southern development of San Francisco. Organized efforts for reclamation were unsuccessful until 1925, when the passage of State legislation enabled the creation of the Islais Creek Reclamation District. The District was successful in filling the marshes and tidelands, dredging Islais Creek, and including a turning basin at its western end to allow room for ship maneuvering.

Industrial development was generally delayed until after World War II. During the war the area was the site of temporary housing. Demolition occurred after the war and much of the area was subsequently developed as a industrial park with single storey concrete buildings. South of Army Street, food and oil processing plants were developed.

The most recent filling of Islais Creek occurred during the construction of Pier 80, the Army Street ship Terminal. Financed by a bond issued approved by California voters in 1958, the terminal went into operation in 1967.

Land modification and Bay fill, both to accommodate the needs of economic activities, epitomize the historical development of the Central Waterfront. The recent history has taken a different turn. The establishment of the Bay Conservation and Development Commission, empowered to control activities on the Bay shoreline, has led to severe limitations on Bay filling. Changes in the locational economics of industry have resulted in firm closures and relocations. The area today is suffering from economic deterioration with employment and production drastically reduced from former levels.

C. Conditions and Trends

Key indicators of the general conditions is the Central Waterfront all declined during the last decade. The data on trends in population, land use, and employment, documents the magnitude of the decline. Projections for these indicators show a further decline, although the bright spots now appearing in the economy may suggest a more favorable future is attainable for the area.

The residential population of the Central Waterfront, which totaled 531 in 1970, has declined in pace with the removal of housing units. The construction of Interstate 280 and the Muni bus maintenance yard are the most recent causes for residential demolitions. However, the area is benefitting from the current trend of private rehabilitation of the City's housing stock and the condition of the existing units appears to be improving.

Data collected from 1961 and 1970 land use surveys show a 100 acre decline of land in industrial use in the Central Waterfront.¹ In

¹San Francisco Department of City Planning, The Use of Land in San Francisco, October 1964, and San Francisco Land Use Tabulations For 1970, June 1973

contrast, land in transportation and utility uses increased by 120 acres. Land in public use increased owing to freeway and bus yard construction. The amount of vacant land declined as conversion occurred to public and storage use. Only a few acres of vacant land remain in the area.

Despite the proximity of the Central Waterfront to downtown, there has been no general trend toward intensification of land use. Most new construction has continued in the form of low intensity uses such as trucking depots and warehouses. One promising trend that actually represents an intensification of land use is the development of showrooms for interior design products in formerly vacant warehouses. This is being augmented by the establishment of commercial service uses to support the showroom activities.

From 1965 to 1970, when City-wide employment increased by 12 percent, employment in the Central Waterfront dropped by 22 percent from 16,304 to 12,557 jobs.¹ Major declines were registered in manufacturing and wholesale trade with transportation

¹Arthur D. Little, Inc., Commercial and Industrial Activity in San Francisco: Present Characteristics and Future Trends, June 1975.

showing a smaller decline. Minor employment gains occurred in construction and commercial activities. The area has suffered additional employment losses since 1970 with the closing and relocating of firms in the metals products and ship repair industries.

An exception to the decline in manufacturing employment is the apparel industry, with two firms in this field having recently located in the area. Increases in construction employment are due to the area's use for the storage of construction supplies. Though new trucking, warehousing, and wholesale trade facilities have been constructed, potential net employment gains have been offset by closures and relocations of older firms and other losses of employment due to technological change and declining City-wide demand.

Projections through the year 2000 show reductions in employment and in land used by industry.¹ Employment is projected to drop by as many as 3100 jobs, with the services sector the only one forecasted to require additional workers. Industrial land use is projected to decline by a total of 13.9 acres consisting of an 8.3

¹Arthur D. Little, Inc., op cit.

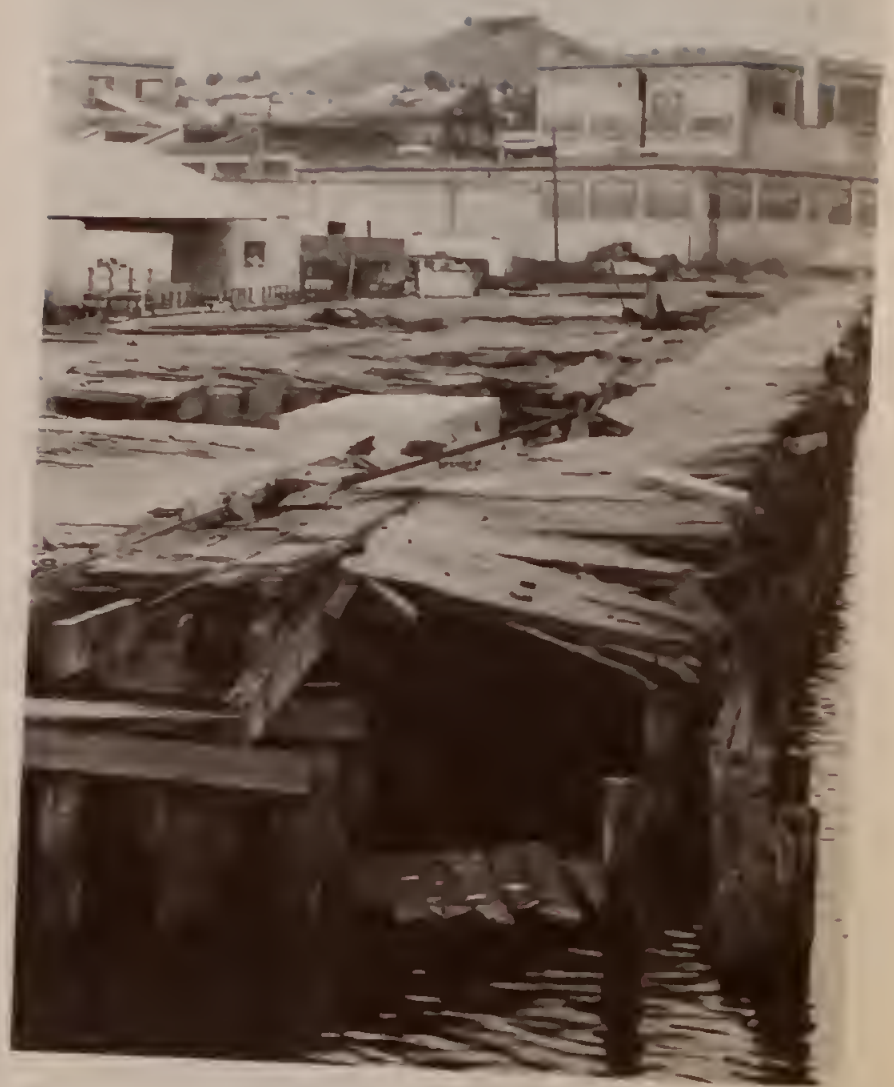
acre drop in industrial plant space and a 5.6 acre drop in warehouse space.

Maritime trade through the Port of San Francisco has dropped drastically since the mid-1960's due to pier deterioration and the construction of modern facilities at competing Bay ports. The Central Waterfront has felt the effects of the decline in Port activity. Several major Port tenants have ceased operations in the area in recent years including American President Lines, and Triple A Ship Repair. Replacement tenants have been found in a few instances, and while most piers do support some maritime activity, it is at a level far below their cargo-handling capacities.



The decrease in the Port's general cargo trade can be attributed to technological changes within the maritime industry. Containerization has created the demand for the construction of new facilities at ports throughout the world. Whereas the Port of San Francisco did not convert to containerization until recently, the Port of Oakland, with federal assistance, developed one of the world's largest container-ports and subsequently, drew shipping lines from San Francisco.

Modern port facilities require substantial back-up land for equipment operation, storage, and intermodal cargo transfers. Investment in new capital facilities by the Port of San Francisco has occurred in the area south of China Basin where adequate back-up land is available. This southerly shift in the Port's maritime operations is reflected in the cargo tonnage statistics: In 1969, the Port's cargo tonnage was equally distributed between the piers north and south of China Basin, by 1977, 67% of the cargo was handled in the southern portion.



Present and future trends point to the strong potential for revitalizing San Francisco's maritime economy. Cargo projections for the upcoming decades show increasing maritime traffic for Bay ports with a substantial proportion allocated to the Port of San Francisco.¹ Congestion at the Port of Oakland combined with the availability of facilities in San Francisco should give the Port a competitive edge in attracting this increase in shipping activity. The opening of trade with the Peoples Republic of China should also have a long-term positive impact on the Port of San Francisco.

Favorable economic trends are beginning to appear in the Central Waterfront. The previously identified healthy components of the local economy, apparel manufacturing and interior design activities, are now undergoing expansion and future growth is anticipated. Changing conditions in the overall San Francisco economy could also bode well for the Central Waterfront. The boom in downtown highrise construction is causing some displacement of professional firms which are relocating in the South of

¹Moffatt and Nichol, Engineers, Port of San Francisco Study of Anticipated Maritime Commerce and Facility Requirements Through 2020, April 1978.

Market area and are forcing upward pressure on rents. The displaced firms are often able to outbid existing industrial and downtown support activities for space. With the suburban industrial parks nearing full occupancy, the South of Market firms are seeking suitable sites for operation within San Francisco. The Central Waterfront is one of the few areas in the City that can accommodate industrial uses. This trend combined with expected increase in transportation costs from the suburbs could make the Central Waterfront a desirable location for certain industries.

In summary, the future of the Central Waterfront is uncertain. Although statistical projections show a continuation of the declines experienced in the recent past, there are several strong points in the local economy which are expected to grow. Maritime trade could increase, but only if the Port of San Francisco is aggressive in developing and marketing modern cargo-handling facilities. The Central Waterfront's general attractiveness for economic activities could also be boosted by the competition for a limited supply of industrial land in San Francisco.

GOALS, OBJECTIVES, AND POLICIES

A. Overall Goal

The overall goal of this Plan is to create in the Central Waterfront area a physical and economic environment conducive to the retention and expansion of San Francisco's industrial and maritime activities. This goal is set forth in order to reverse the pattern of economic decline in the area and to establish a land base for the industrial and maritime components of the San Francisco economy. The following objectives and policies are designed to: (1) increase employment opportunities for San Francisco's unemployed and underemployed residents, (2) enhance the working environment to stimulate business growth, and (3) improve the area's appearance and attractiveness.

B. General Objectives and Policies

LAND USE

OBJECTIVE 1: STRENGTHEN AND EXPAND LAND USES ESSENTIAL TO REALIZING THE ECONOMIC POTENTIAL OF THE CENTRAL WATERFRONT.

Policy 1: Encourage the intensification and expansion of industrial and maritime uses.



Policy 2: Preserve and protect the Central Waterfront area as a land base for San Francisco industry. Prevent the conversion of land needed for industrial or maritime activity to non-industrial use.

Policy 3: Promote new development which has minimal adverse environmental consequences. Assure that the adverse environmental impacts of new development are fully mitigated.

OBJECTIVE 2: MAINTAIN AND DEVELOP ADDITIONAL USES ON LAND SURPLUS TO INDUSTRIAL AND MARITIME NEEDS.

Policy 1: Preserve existing residential uses and develop new housing.

Policy 2: Retain existing commercial uses and expand as needed to serve increases in the working and residential populations.

Policy 3: Improve, expand, and develop recreational areas at established public access points along the waterfront enabling public use and enjoyment of the shoreline.

INDUSTRY

OBJECTIVE 1: RETAIN, EXPAND, AND PROTECT INDUSTRIAL ACTIVITY IN THE CENTRAL WATERFRONT.

Policy 1: Promote industrial expansion through maximizing and intensifying the use of existing facilities and properties, rehabilitating older industrial structures, and developing vacant land with industrial uses.

Policy 2: Encourage the consolidation of rail operations and the removal of unnecessary tracks and facilities to expand the supply of available land. Assure no reduction occurs in needed present or future rail service to San Francisco.

Policy 3: Develop and promote training programs to target local residents for employment opportunities resulting from new economic development.

Policy 4: Establish and promote financing programs to provide funds for local business development.

Policy 5: Support the expansion of small businesses and firms in newly emerging industries.

Policy 6: Encourage the growth of firms which strengthen or complement the maritime operation of the Port, either by directly engaging in maritime activities or by providing ancillary services.

Policy 7: Remove antiquated and overly restrictive provisions from City codes that impose undue burdens on industry and restrict expansion efforts, but maintain requirements designed to protect and enhance environmental quality.

Policy 8: Avoid encroachment of incompatible land uses on viable industrial activity by appropriately zoning and mapping industrial districts. Resolve potential land use conflicts in a manner that recognizes the importance of industrial activity to the well-being of San Francisco.

Policy 9: Deliver key public services, including police, fire, sanitation and transportation at levels necessary to support and encourage industrial activity.

Policy 10: Assist firms displaced from other parts of San Francisco, especially those displaced by downtown office expansion, in locating in the Central Waterfront.

Policy 11: Attract new industries that create employment opportunities for City residents, add tax revenues in excess of public service costs, and strengthen and diversify San Francisco's economic base.



MARITIME

OBJECTIVE: RETAIN AND EXPAND MARITIME ACTIVITY ALONG THE CENTRAL WATERFRONT

Policy 1: Retain all existing maritime general cargo facilities along the Central Waterfront (Piers 48, 50, 70, and 80).

Policy 2: Retain all existing ship repair operations along the Central Waterfront (Pier 54 and the Bethlehem Yard).

Policy 3: Encourage the expansion and modernization of maritime cargo handling facilities and the development of container facilities along the Central Waterfront.

Policy 4: Reserve land adjacent to the waterfront as required for maritime support use.



COMMERCE

OBJECTIVE: PROVIDE A QUANTITY AND MIX OF COMMERCIAL ACTIVITIES NECESSARY TO SERVE THE LOCAL NEEDS OF THE CENTRAL WATERFRONT.

Policy 1: Promote the retention and improvement of existing commercial activities that support local residential, industrial, maritime, and recreational uses.

Policy 2: Support the expansion of commercial uses if needed to serve demand generated by new development.

Policy 3: Prevent new office development, except that which serves a principal industrial or maritime use in the Central Waterfront.

Policy 4: Encourage water-oriented commercial recreation activities at public access points along the shoreline.



RESIDENCE

OBJECTIVE : RETAIN AND IMPROVE EXISTING RESIDENTIAL USES IN THE CENTRAL WATERFRONT AND DEVELOP A LIMITED QUANTITY OF NEW HOUSING.

Policy 1: Encourage the preservation and rehabilitation of the existing housing stock.

Policy 2: Encourage additional housing within established residential areas.

Policy 3: Promote major new residential development near China Basin Channel on under-utilized land suitable for housing and surplus to the needs of industry.

Policy 4: Require new residential developments to include an adequate supply of low and moderate income units and provide a mix of units types to accommodate a variety of household sizes.

Policy 5: Provide rent supplements and assist in local home ownership to avoid displacement of existing residents.



TRANSPORTATION

OBJECTIVE 1: IMPROVE THE ACCESSIBILITY OF THE CENTRAL WATERFRONT.

Policy 1: Improve City-wide and regional transit access to the Central Waterfront.

Policy 2: Establish an official truck route system along the designated major and secondary thoroughfares to facilitate truck movements within and through the Central Waterfront and to minimize the adverse impacts of truck movement on adjacent residential, commercial, and recreational land uses.

Policy 3: Extend a Light-Rail Vehicle line through the Central Waterfront along the Third Street corridor connecting to the Southern Pacific Depot and the proposed Embarcadero rail line.

Policy 4: Improve transportation access on Third Street by implementing design changes in traffic lanes, turning bays, and signal timing.

Policy 5: Improve regional highway access by completing the proposed State Route 230 (Hunter's Point Parkway) and the proposed on-ramp to Interstate 280 immediately south of Islais Creek Channel.

Policy 6: Provide adequate rail and truck access to all maritime piers.

OBJECTIVE 2: IMPROVE TRANSPORTATION CONDITIONS WITHIN THE CENTRAL WATERFRONT.

Policy 1: Improve internal vehicular circulation through the construction, repair, and maintenance of public streets, and the provision of appropriate signing and lighting.

Policy 2: Maintain and construct sidewalks on streets with pedestrian traffic.

Policy 3: Encourage the use of public transit, carpooling/vanpooling, and jitney service to minimize the consumption of scarce industrial land for commuter parking lots. Where demand for parking can be clearly established, give preference to parking structures as opposed to open lot parking.

Policy 4: Provide short-term parking to support wholesale, design, and related activities. Develop parking treatments for on-street spaces to assure short-term turnover of vehicles.

Policy 5: Require off-street parking facilities for freight loading and service vehicles in all major new developments and incorporate these in older buildings where feasible.

Provide short-term loading spaces on the street for routine deliveries and essential services, with strict enforcement of time limits.

Policy 6: Develop a parking reservoir to serve downtown travelers on under-utilized land north of China Basin Channel beneath the stub-end of Interstate 280. Provide frequent shuttle service from the reservoirs to downtown using transit, jitneys, or other means.

Policy 7: Encourage new developments to provide pedestrian amenities and transit access improvements such as pedestrian resting areas, bus stop shelters, and transit information displays.

RECREATION AND OPEN SPACE

OBJECTIVE : PROVIDE PUBLIC ACCESS AND RECREATIONAL OPPORTUNITIES ALONG THE SHORLELINE.

Policy 1: Maintain and improve the quality of existing shoreline recreational areas at Central Basin and Warm Water Cove.

Policy 2: Expand existing recreational areas and establish new ones at China Basin Channel and Islais Creek Channel, so long as compatible with present or planned maritime activity.

Policy 3: Provide public overlooks, viewing areas, and open spaces with convenient pedestrian access in areas of maritime activity.

URBAN DESIGN

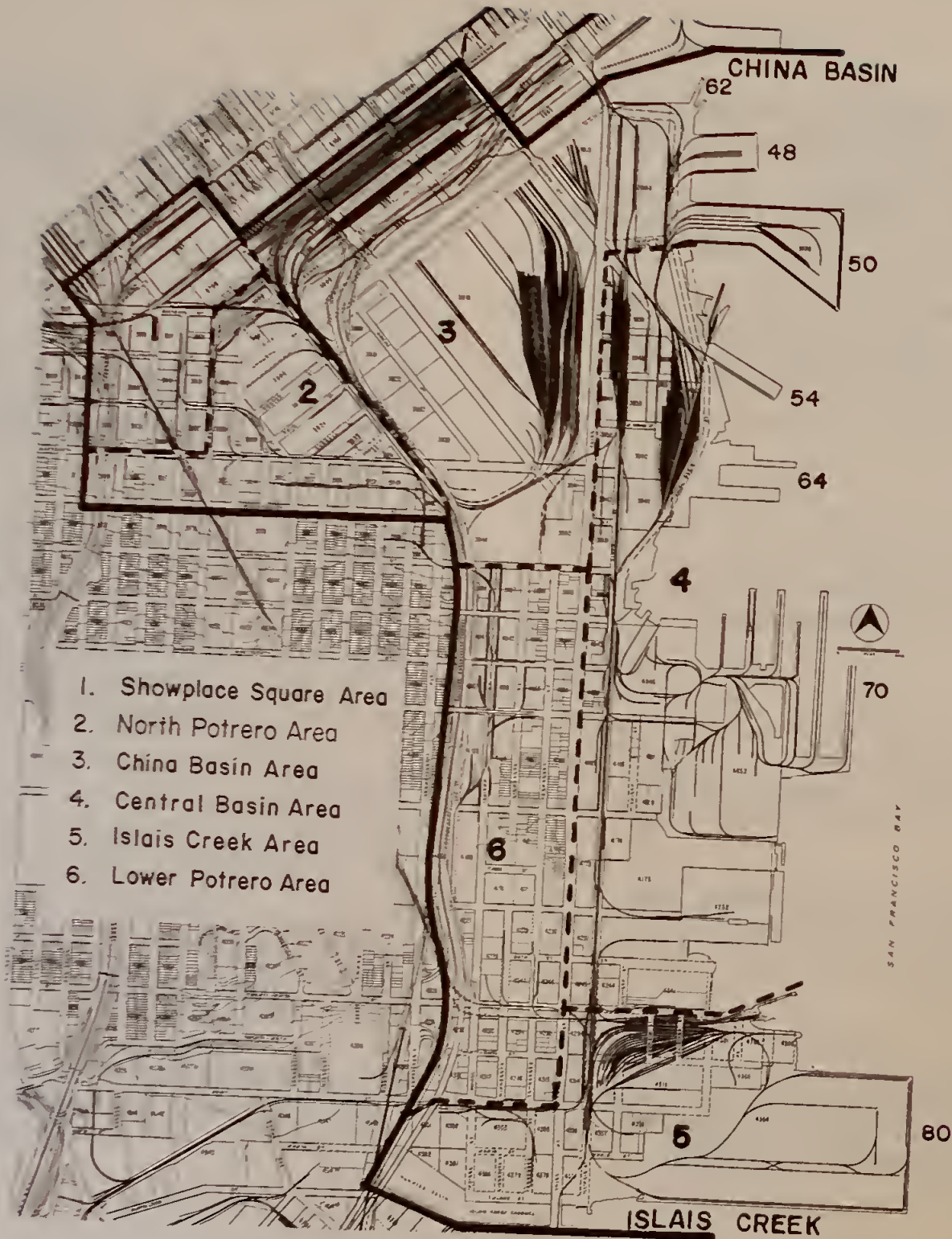
OBJECTIVE : ACHIEVE AN AESTHETIC URBAN FORM IN THE CENTRAL WATERFRONT CONSISTENT WITH THE ECONOMIC DEVELOPMENT OF THE AREA.

Policy 1: Reinforce the visual contrast between the waterfront and hills by limiting the height of structures near the shoreline. Relate the height and bulk of new structures away from the shoreline to the character of the topography and existing development.

Policy 2: Protect and create views of the downtown skyline and the Bay. Design and locate new development to minimize obstruction of existing views.

Policy 3: Encourage the rehabilitation of architecturally or historically significant buildings with reuse potential.

Policy 4: Encourage the inclusion of recreational facilities, outdoor leisure areas, and public open spaces in new private developments.



C. Subarea Objectives and Policies

SHOWPLACE SQUARE AREA

OBJECTIVE 1: DEVELOP A MAJOR DESIGN CENTER IN THE SHOWPLACE SQUARE AREA.

Policy 1: Encourage the expansion of the area's predominant use for the exhibit, marketing, and wholesale trade of interior design products.

Policy 2: Encourage the development of a community design center for neighborhood use.

Policy 3: Encourage the development of ancillary commercial activities to serve the area's businesses, workers, and visitors.

Policy 4: Encourage the evening use of buildings and facilities for business, entertainment, public assembly, and ceremony.

Policy 5: Assist in relocating within San Francisco any industrial uses displaced by the expansion of design-related activities.

OBJECTIVE 2: DEVELOP TRANSPORTATION IMPROVEMENTS TO ENHANCE PEDESTRIAN CIRCULATION AND FACILITATE TRAVEL AND GOODS MOVEMENT TO AND WITHIN THE SHOWPLACE SQUARE AREA.

Policy 1: Redesign the roadway and sidewalk at the intersection of Eighth, Townsend, Division, and Kansas Streets to create a major pedestrian link to the adjacent activity centers and to provide for safe traffic flow. Include attractive landscaping, quality sidewalks, and street furniture to improve the pedestrian environment.

Policy 2: Determine the present and future use status of all spur tracks and effectuate the removal of the abandoned, unused, or unnecessary trackage. For those spur tracks scheduled for retention, strictly enforce the street maintenance responsibilities of the users.

Policy 3: Construct and maintain sidewalks throughout the Showplace Square Area and provide street beautification improvements for pedestrian enjoyment.

Policy 4: Develop parking control measures establishing areas for short and long-term automobile parking and truck loading. Use appropriate on-street parking controls, such as signing and metering, to indicate areas for short-term automobile parking and truck loading.

Policy 5: Construct a multi-story parking facility as needed to serve increased demand for parking generated by new development. Encourage the conversion of surface parking lots to more intensive use.

OBJECTIVE 3: PRESERVE AND EXPAND THE HISTORIC INDUSTRIAL CHARACTER OF THE SHOWPLACE SQUARE AREA.

Policy 1: Encourage the retention and promote the reuse of buildings with brick and timber construction.

Policy 2: Encourage the design of new construction to be consistent with the existing architectural character of the area.

Policy 3: Screen unsightly open yard and other unattractive uses from public view with aesthetic facade or landscaping.



NORTH POTRERO AREA

OBJECTIVE : IMPROVE AND STRENGTHEN
THE INDUSTRIAL CHARACTER OF THE
NORTH POTRERO AREA.

Policy 1: Promote the rehabilitation
of industrial buildings and encourage
more intensive use of existing
facilities.

Policy 2: Market vacant land and
buildings for light industrial uses.



CHINA BASIN AREA

OBJECTIVE 1: EXPAND MARITIME ACTIVITY IN THE CHINA BASIN AREA.

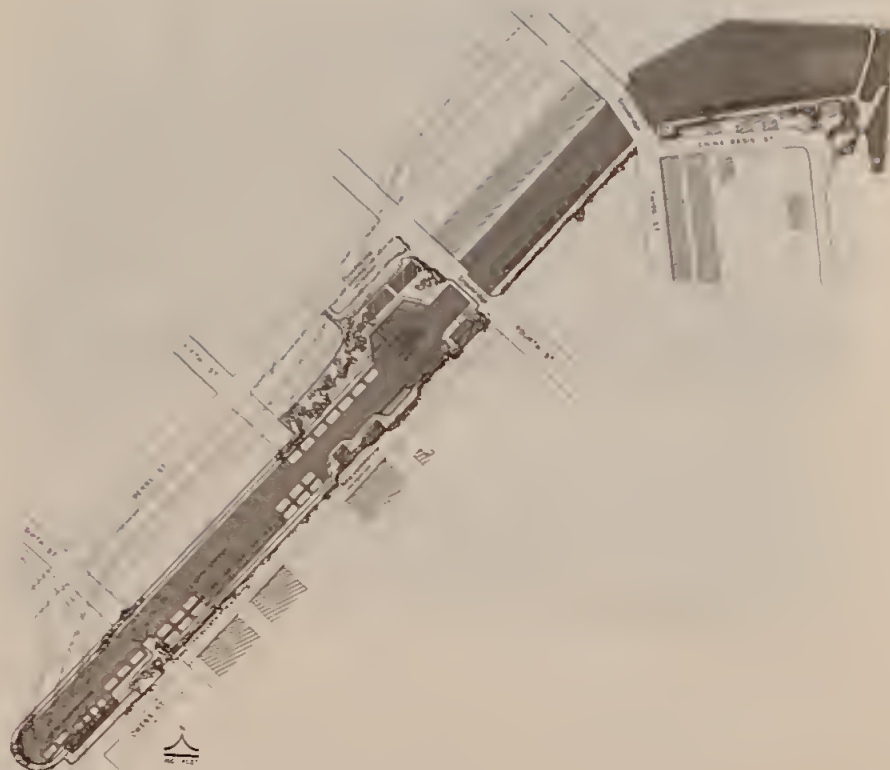
Policy: Continue and expand the use of Piers 48 and 50 for general cargo and add a general cargo facility at Pier 62.

OBJECTIVE 2: PROVIDE WATERFRONT PUBLIC ACCESS AND RECREATION IN THE CHINA BASIN AREA.

Policy : Develop a new waterfront recreation area along China Basin Channel. Develop both sides of the Channel west of Fourth Street for public access, viewing, and waterfront recreation. Develop a pedestrian promenade and bicycle path on the north side of the Channel between Third and Fourth Streets. Develop public viewing and fishing areas where compatible with Port maritime activities west of Pier 62.

OBJECTIVE 3: DEVELOP A MIX OF NEW USES ON SURPLUS RAIL PROPERTY IN THE CHINA BASIN AREA.

Policy 1: Identify land surplus to the operating needs of the railroads and the Port. Encourage the consolidation of rail operations, either internally or jointly, as a means of releasing land for alternative uses.



CHINA BASIN CHANNEL RECREATION AREA

Policy 2: Consistent with the operating needs of the railroads, develop a mixed-use neighborhood with predominantly residential uses in the area south of China Basin Channnel and west of Third Street. Include compatible commercial and light industrial uses.

OBJECTIVE 4: RELATE THE SCALE OF NEW DEVELOPMENT TO SAN FRANCISCO'S DISTINCTIVE HILL FORM, TO THE ADJACENT WATERFRONT, AND TO EXISTING DEVELOPMENT.

Policy 1: Encourage major new development in the China Basin area to take the form of a cluster of buildings surrounded by progressively lower structures stepping down to the Channel to create a hill-like shape compatible with San Francisco's natural setting.

Policy 2: Minimize blockage of private and public views and maintain, to the extent feasible, sightlines from Potrero Hill to the waterfront and downtown.

CENTRAL BASIN AREA

OBJECTIVE 1: EXPAND MARITIME ACTIVITY IN THE CENTRAL BASIN AREA.

Policy 1: Reserve the water area, piers and seawall lots for the development of a container facility, to include at least two berths and 60 acres of back up land.

Policy 2: Encourage the retention and promote the expansion of ship maintenance and repair activities at the Bethlehem site which support and strengthen San Francisco's maritime industry.

Policy 3: Continue and expand the use of Pier 70 as an automobile receiving facility.

OBJECTIVE 2: RETAIN AND EXPAND INDUSTRIAL USES IN THE CENTRAL BASIN AREA.

Policy 1: Encourage more intensive use of existing industrial land and facilities.

Policy 2: Assure that any power plant expansion on the Pacific Gas and Electric Company site will provide additional employment and will not adversely affect the environment.

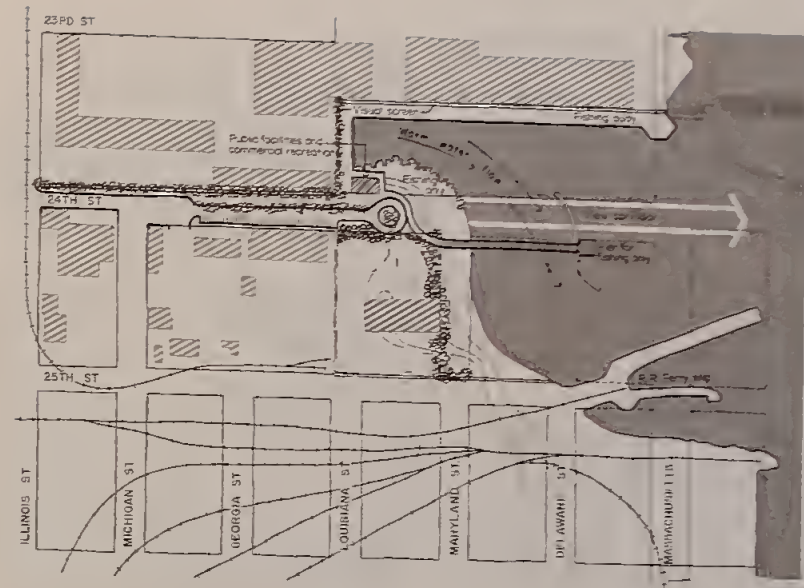


OBJECTIVE 3: IMPROVE AND EXPAND THE WATERFRONT RECREATION AREAS AT WARM WATER COVE AND CENTRAL BASIN.

Policy 1: Maintain existing recreational improvements at Warm Water Cove and expand to adjacent waterfront properties. Develop a waterfront picnic area and fishing pier south of 24th Street. Provide public access along the north side of the Cove and construct a fishing quay at the Bay. Shield the recreation area from surrounding industrial uses by providing attractive landscaping.

Policy 2: Improve and expand the existing recreation area at Central Basin by developing a public beach and waterfront park, and a small boat marina, so long as compatible with existing and planned maritime and private ship repair activities.

Policy 3: Continue the use of existing public boat ramp south of Pier 50. If future Port development necessitates, replace it with an equivalent elsewhere on the eastern shoreline.



WARM WATER COVE RECREATION AREA

ISLAIS CREEK AREA

OBJECTIVE 1: EXPAND MARITIME ACTIVITY
IN THE ISLAIS CREEK AREA.

Policy 1: Continue to modernize Pier
80 as a major general cargo facility.

Policy 2: Purchase the Western
Pacific Railroad yard for maritime
development.

Policy 3: Continue the maritime use
of Pier 84 and adjacent land.

OBJECTIVE 2: DEVELOP WATERFRONT
RECREATIONAL USES ON ISLAIS CREEK
CHANNEL.

Policy: Develop the Islais Creek
Turning Basin for recreational use and
a small craft marina, if and when it
is no longer needed for Port maritime
activity.

OBJECTIVE 3: RETAIN AND EXPAND
INDUSTRIAL USES IN THE ISLAIS CREEK
AREA.

Policy: Encourage industrial uses in
the area west of Pier 80 south to
Islais Creek Channel.



LOWER POTRERO AREA

OBJECTIVE 1: RETAIN AND EXPAND INDUSTRIAL USES IN THE LOWER POTRERO AREA.

Policy 1: Encourage the intensification and expansion of manufacturing and wholesale trade activities.

Policy 2: Develop the vacant and surrounding land bounded by Interstate 280, Mariposa, Twenty-Second and Third Streets with a mini-industrial park providing closure, privacy, security, open space and a buffer from neighboring residential areas through the innovative design of buildings, landscaping, sidewalks, parking, and screening.

OBJECTIVE 2: PRESERVE AND IMPROVE THE EXISTING RESIDENTIAL NEIGHBORHOOD.

Policy 1: Protect existing housing from the adverse effects of adjacent industrial activity. Promote screening, soundproofing, and landscaping of industrial uses to minimize their impact on residential areas.

Policy 2: Promote the retention and conservation of the existing housing stock. Support efforts to rehabilitate substandard units at affordable costs to increase the supply of decent housing.



Policy 3: Encourage the development of new housing on vacant sites in the residential district adjacent to Twenty-Second Street from Third to Minnesota Streets.

Policy 4: Improve existing commercial uses on Third Street and Twenty-Second Street and expand as needed to serve the local population.

Policy 5: Improve the I. M. Scott School yard for playground use and rehabilitate the school building for community use.



